

Message Text

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44

ACTION EA-14

INFO OCT-01 ADP-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-10 PA-03 RSC-01 PRS-01 SS-15 USIA-15

DPW-01 IO-13 RSR-01 /098 W

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R 240835Z JUL 73

FM AMEMBASSY SAIGON

TO SECSTATE WASHDC 5020

INFO AMEMBASSY BANGKOK

CINCPAC

CDR JCRC NKP RTAFB

CH USDEL FPJMT

USDAO SAIGON

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C O R R E C T E D C O P Y (TEXT)

E.O. 11652: GDS

TAGS: MILI, VS

SUBJECT: MASS MEDIA CAMPAIGN IN SUPPORT OF JCRC MISSION

REF: STATE 136474/121940Z JUL 73

1. JCRC PUBLIC COMMUNICATIONS MATERIALS BASICALLY CARRY TWO THEMES; A) A STRAIGHTFORWARD APPEAL THAT THOSE HAVING INFORMATION ON US CRASH/GRAVE SITES REPORT SUCH INFORMATION TO NEAREST GVN AUTHORITIES OR AMERICAN CONSULATE GENERAL AND B) A STRONG ADMONITION NOT TO DISTURB CRASH/GRAVE SITES DUE TO DANGER FROM POSSIBLE UNEXPLODED ORDINANCE OR BOOBY TRAPS. THESE MATERIALS, DRAFTED BY 7TH PSYOPS GROUP ON OKINAWA AND REVIEWED BY EMBASSY, DAO AND USIS, INCLUDE RADIO SPOTS, NEWS ARTICLES, POSTER TEXTS, HANDBILLS, BANNER SLOGANS, AND A CERTIFICATE OF APPRECIATION.

2. MISSION REVIEW OF DRAFT JCRC PUBLIC COMMUNICATIONS MATERIALS HAS RESULTED IN A NUMBER OF SUGGESTED REVISIONS, RANGING FROM MINOR

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WORD CHANGES TO DELETIONS OF SPECIFIC ITEMS, WHICH JCRC IS NOW

CONSIDERING. DAO HAS DISTRIBUTED MATERIALS DEVELOPED INCOUNTRY IN TWO SELECTED AREAS IN THE RVN TO DEVELOP ON A PRIORITY BASIS ADDITIONAL INFORMATION ON CRASH/GRAVE SITES SCHEDULED FOR INVESTIGATION BY JCRC SPECIALIST TEAMS.

3. JCRC IS FINALIZING A REWARDS PROGRAM FOR INFORMATION ON MIA/BNR FOR CINCPAC APPROVAL. IN THE MEANTIME AN INTERIM PROGRAM APPROVED BY CINCPAC IS IN EFFECT WHICH PERMITS PAYMENT OF \$50-\$75 FOR DIRECTING CASUALTY RESOLUTION PERSONNEL TO A PERSON WITH INFORMATION ON REMAINS/CRASH/GRAVE SITES; \$75-\$100 FOR PROVIDING INFORMATION LEADING TO THE RECOVERY OF KIA/BNR PERSONNEL; AND \$100-\$150 FOR GUIDING CASUALTY RESOLUTION PERSONNEL TO A CRASH/GRAVE SITE. PAYMENT IN LOCAL CURRENCY OR COMMODITIES IS AUTHORIZED. IN RESPONSE TO EMBASSY SUGGESTIONS, JCRC IS EXPECTED TO RECOMMEND THAT US AUTHORITY MAKING PAYMENT, USUALLY CONGEN REPRESENTATIVE, HAVE LATITUDE TO PAY LESSER AMOUNTS FOR INFORMATION IN EACH CATEGORY. ALSO PAYMENTS UP TO \$10-\$20 WILL PROBABLY BE RECOMMENDED IN ORDER TO DEVELOP INFORMATION LEADS, TO COMPENSATE FOR LABOR, AND TO PROVIDE SOME PAYMENT PENDING VERIFICATION OF INFORMATION OR IDENTIFICATION OF REMAINS. JCRC AND EMBASSY CONCUR IN EMBASSY RECOMMENDATION THAT FOR FORSEEABLE FUTURE PUBLIC COMMUNICATIONS MATERIALS NOT PUBLICIZE REWARDS.

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